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## **M/A/R/C<sup>®</sup> Research Names Kevin Robertson as Sr. Vice President**

*Robertson to lead Greensboro office*

IRVING (Dallas) February 17, 2006 – M/A/R/C<sup>®</sup> Research, a full-service marketing research and consulting firm, announces that Kevin Robertson has joined as Sr. Vice President. He will be responsible for managing M/A/R/C's Greensboro, North Carolina office in addition to client development and corporate strategic planning. Robertson replaces Diane Stevio, who after 21 years with M/A/R/C is leaving to start her own marketing services company.

“We are excited Kevin is joining the M/A/R/C team” said Merrill Dubrow, President and CEO of M/A/R/C. “He will be a great addition to the senior team and his past research experience will be very beneficial in working with our clients in the future.”



Robertson comes to M/A/R/C Research from Information Resources Incorporated where he was Vice President. He has over 10 years of experience in retail and consumer package goods analytics, customer loyalty development, consumer insights strategies and category management applications.

“I am eager to join the leadership team at M/A/R/C Research, a company with a rich tradition in delivering high quality research projects. I'm also excited to be joining an outstanding Greensboro team who are so obviously dedicated to quality and innovation” said Robertson.

Robertson obtained his B.B.A. in Finance from Florida Atlantic University.